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# **IBM Impact Summary**

## **April 2008**

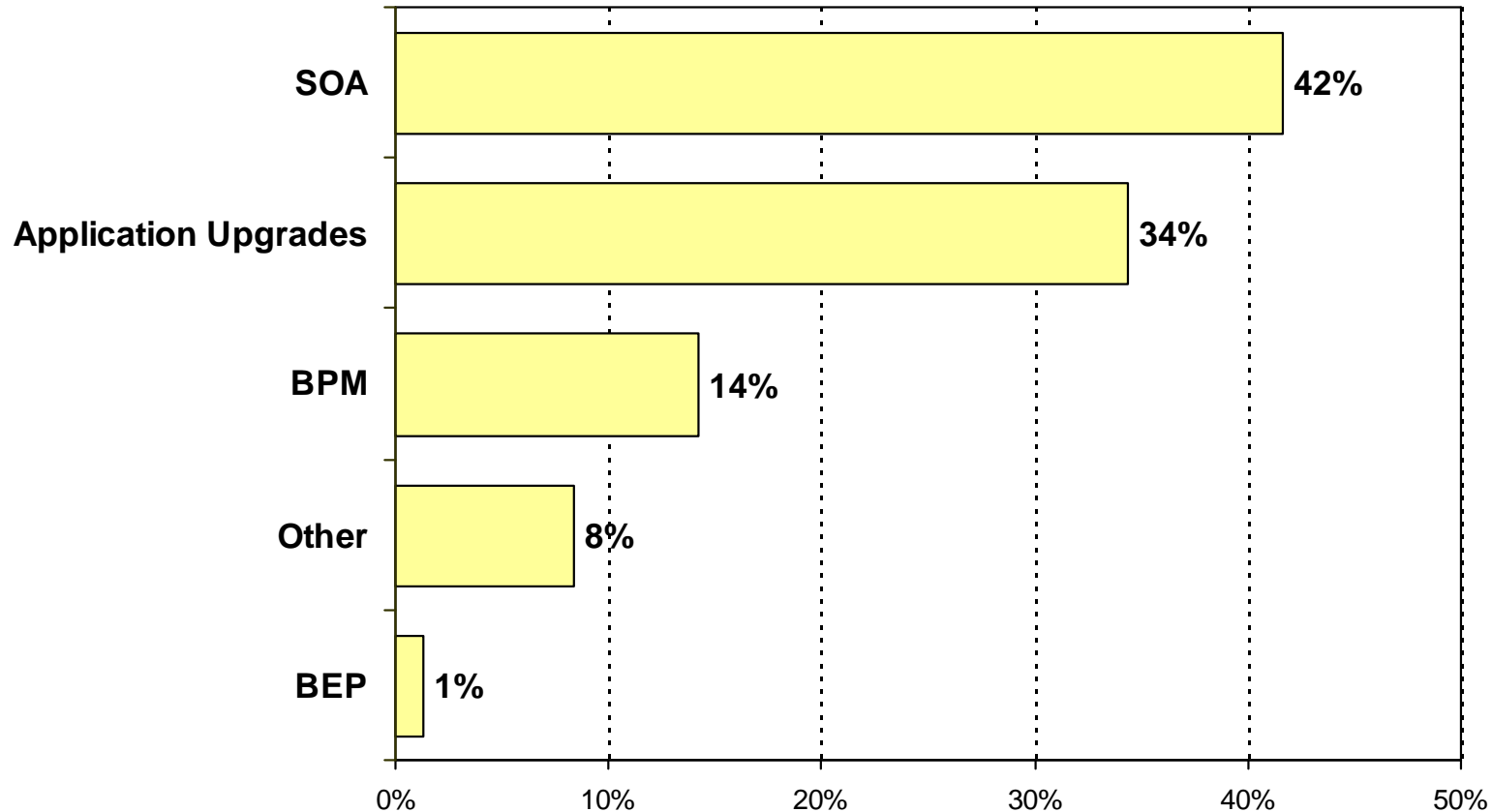


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## **Priority of SOA**

# SOA is the number one priority for businesses in 2008

42% of customers indicate SOA is their company's top software spending priority for 2008.

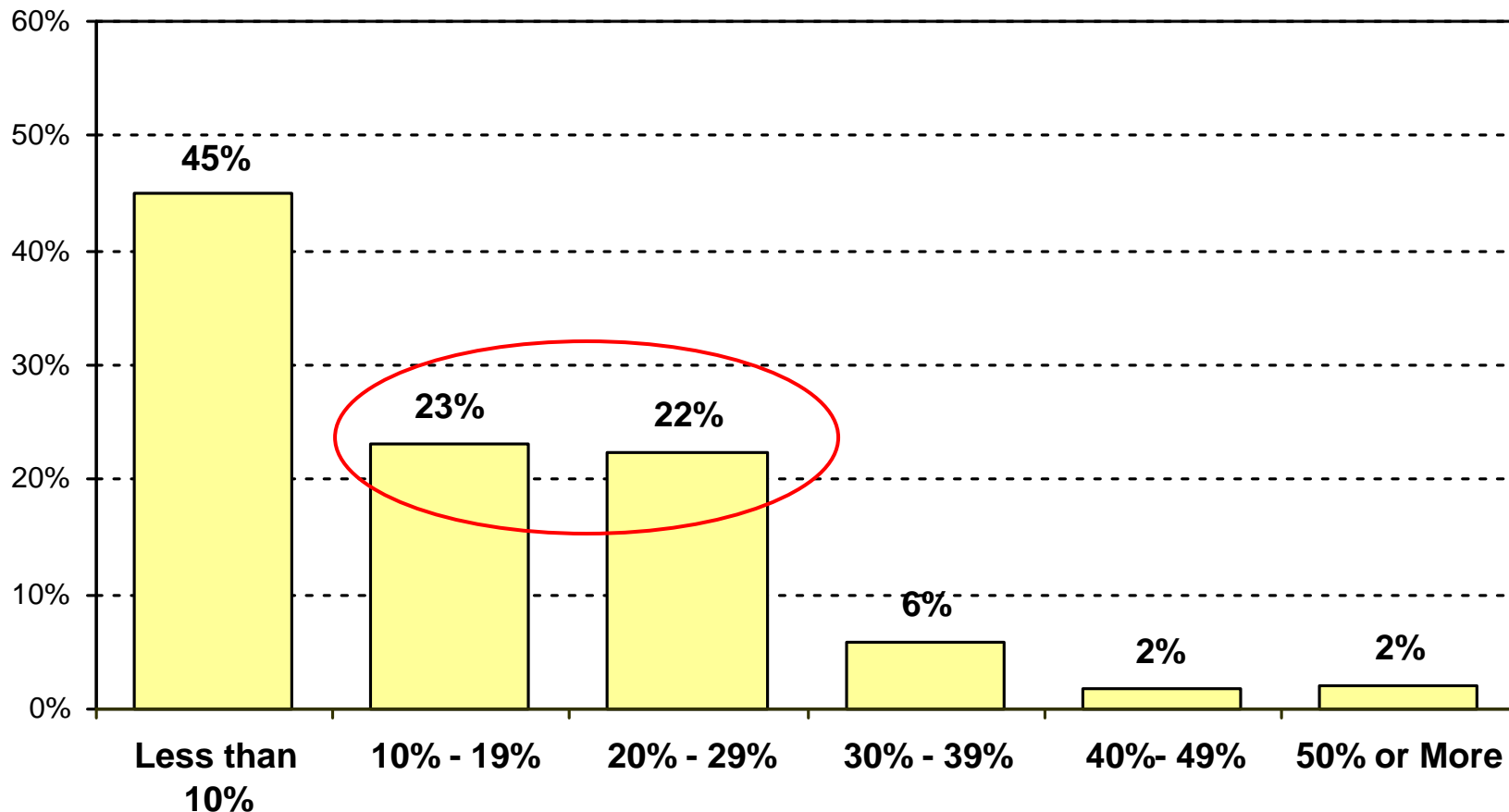


Q3. What is your company's top software spending priority for 2008? n= 308

Source: Survey at IBM  
IMPACT Event, April 2008

# Percentage of IT budget spent on SOA in 2007

45% of customers indicate they spent between 10% and 29% of their 2007 IT budget on SOA.

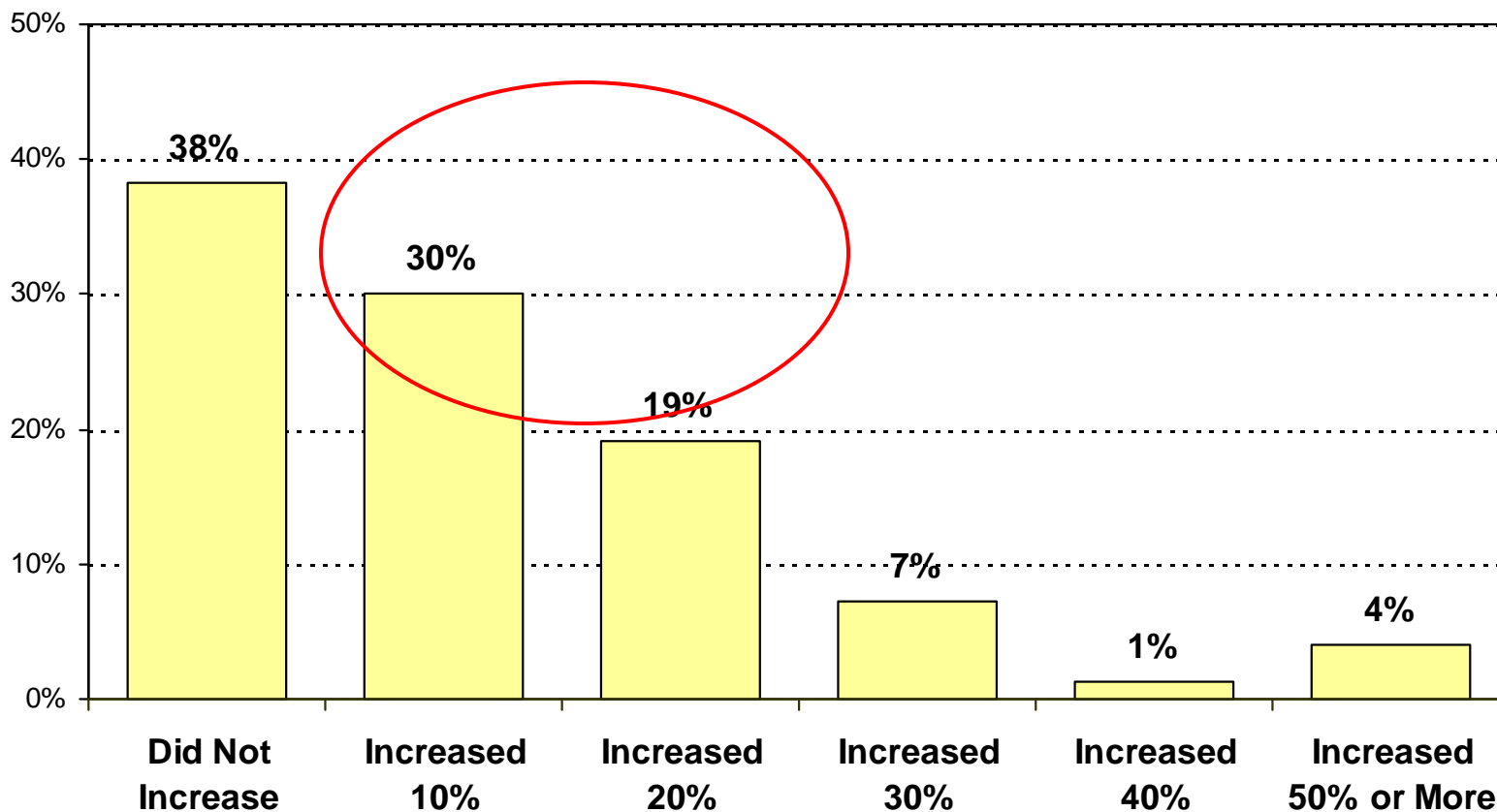


Q4. What percent of your IT budget was spent on SOA in 2007? n= 303

Source: Survey at IBM  
IMPACT Event, April 2008

# Budget increases for SOA implementation from '07 to '08

49% of customers indicate that their budget for SOA implementation increased between 10% and 20% from 2007 to 2008. 12% said their SOA budgets increased by 30% or more.



Q5. How much, if at all, has your company's budget for SOA implementation increased from 2007 to 2008? n= 303

Source: Survey at IBM  
IMPACT Event, April 2008

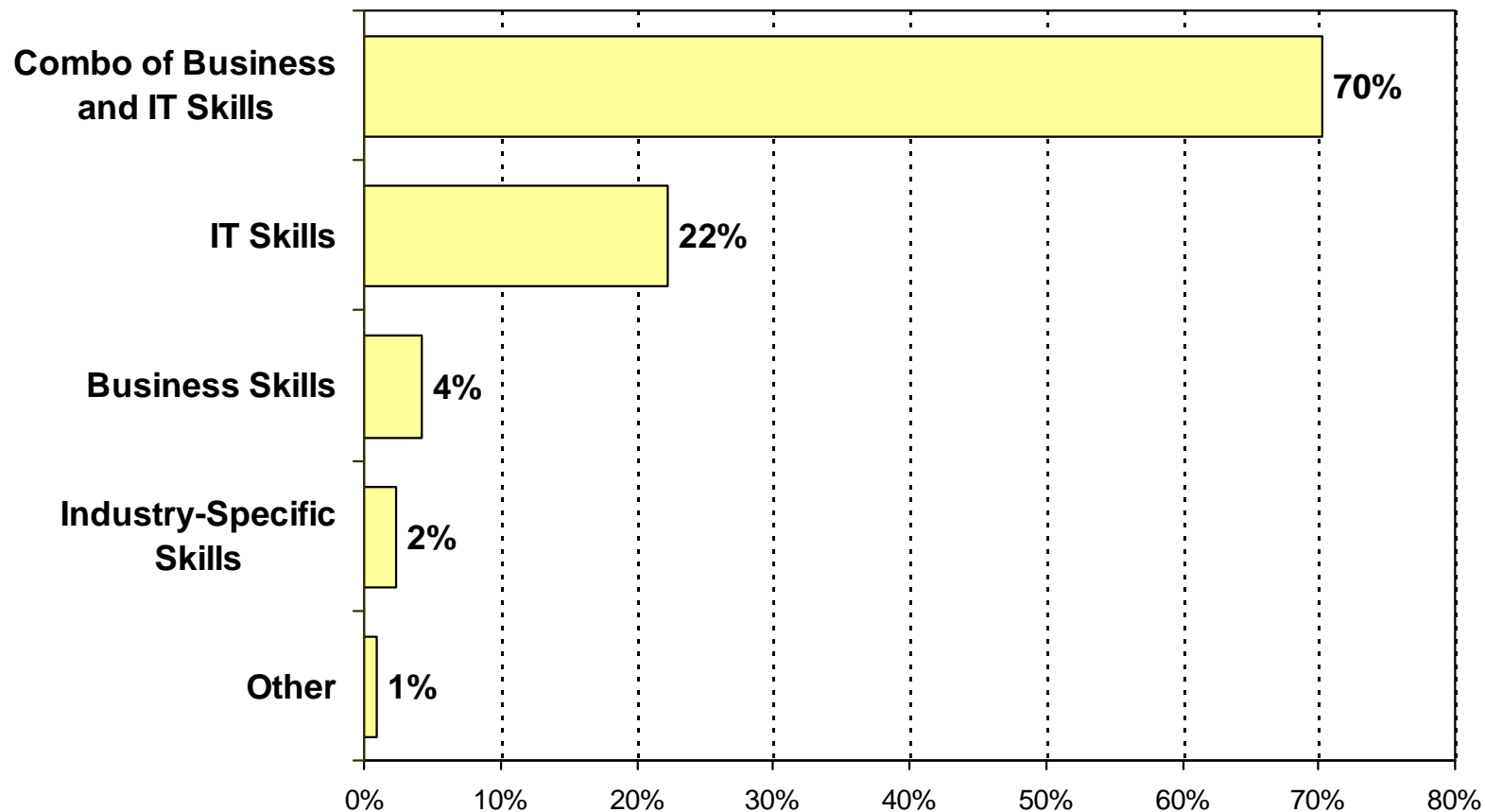


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# SOA Skills

# What types of skills are needed for those implementing SOA?

An overwhelming majority of customers are looking for a combination of business and IT skills in the people responsible for implementing an SOA solution.

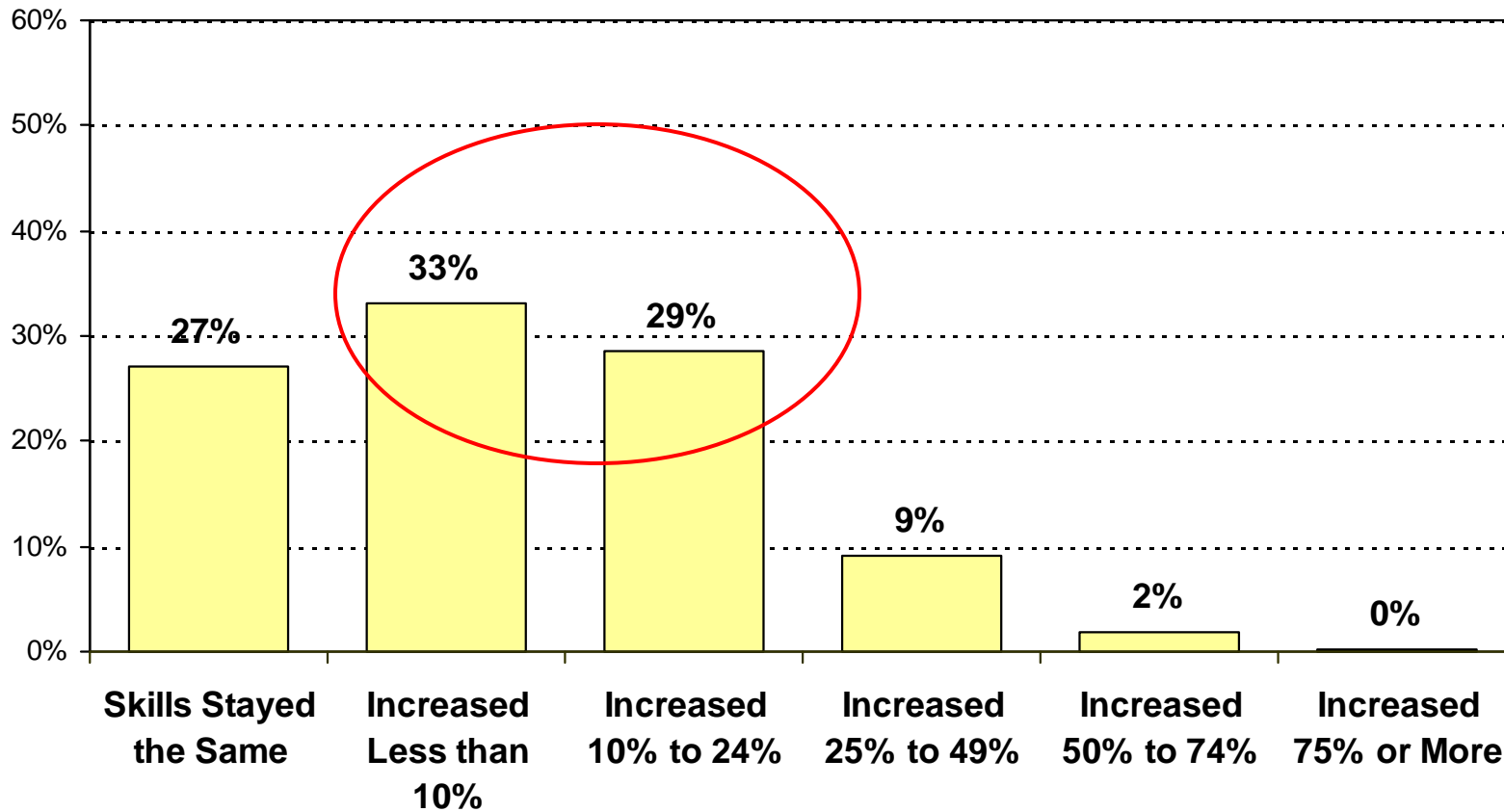


Q6. Of the following skills, which one is most important in the people who implement your SOA solutions? n= 309

Source: Survey at IBM  
IMPACT Event, April 2008

# The combination of IT and Business skills are on the rise

The majority of customers indicate that the combination of IT and business skills within their company increased from 2007 to 2008.



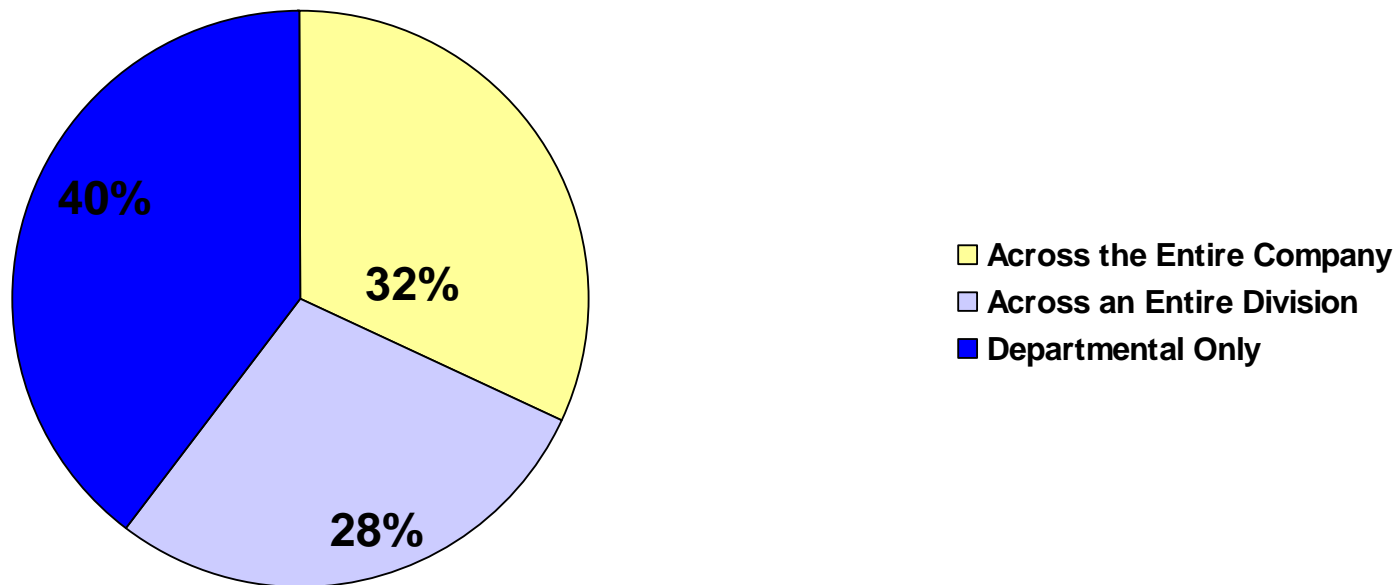
Q7. How much, if at all, has the combination of IT and Business skills within your company changed from 2007 to 2008? n= 309

Source: Survey at IBM  
IMPACT Event, April 2008



# SOA projects span the entire scope of the enterprise

60% of customers indicate that the scope of their most recent SOA project spanned across the entire company as well as the entire division.

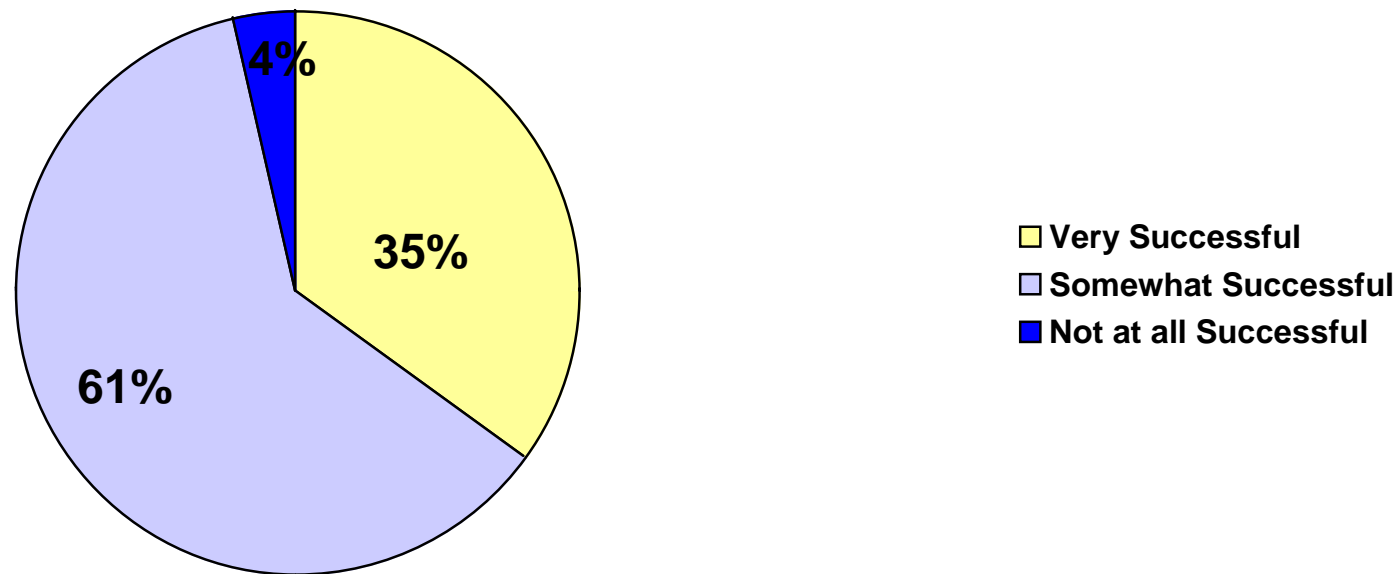


Q9. What was the scope of your most recent SOA project? n= 232

Source: Survey at IBM  
IMPACT Event, April 2008

## Almost all SOA projects are seen as successful

96% of customers indicate that their most recent SOA project was successful with 35% describing it as very successful.

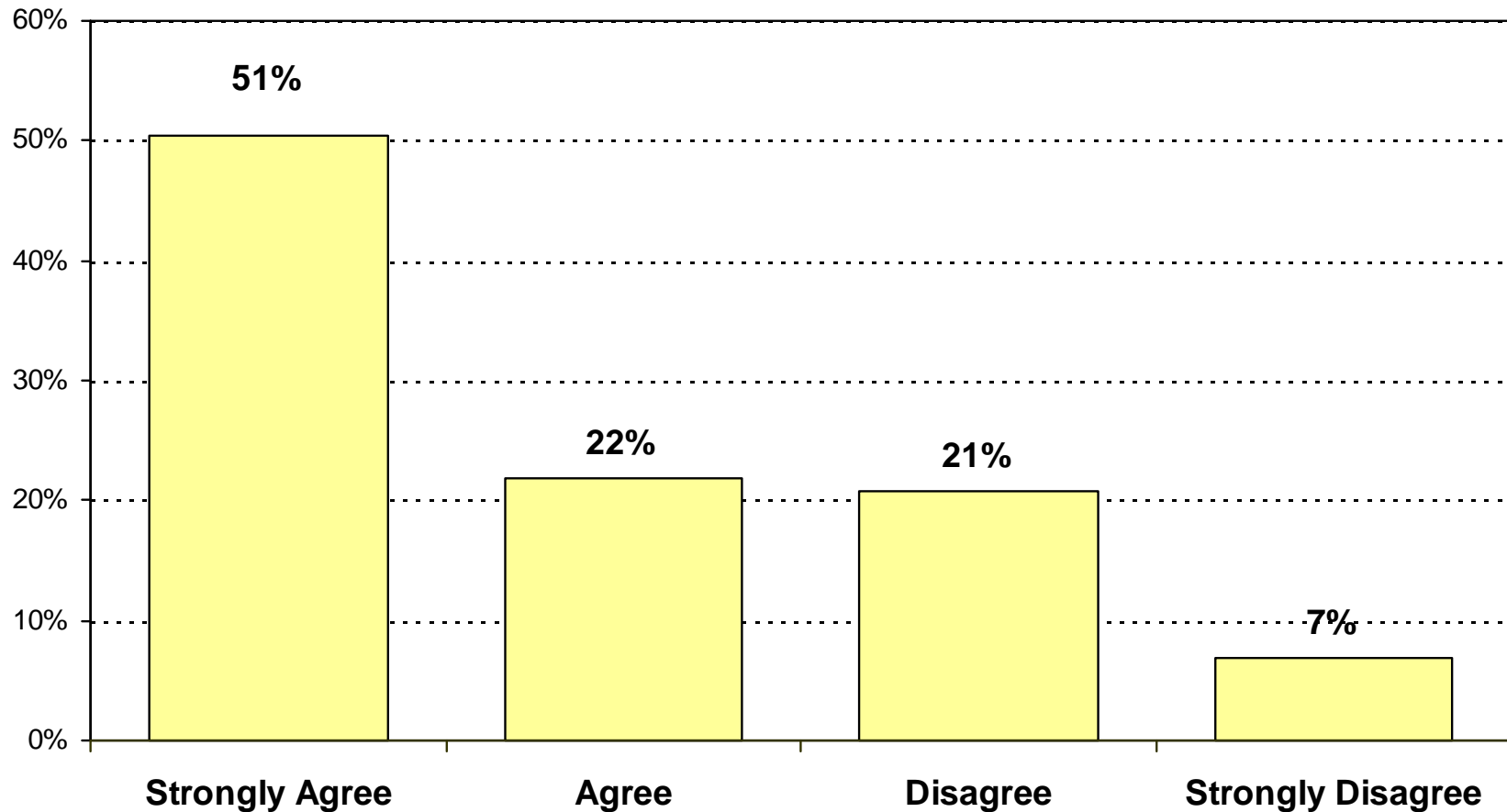


Q8. How would you describe your most recent SOA project? n= 220

Source: Survey at IBM  
IMPACT Event, April 2008

# CEOs understand the business value of SOA

73% of customers indicate that their CEO understands the business value of SOA with over half saying they strongly agreed with this statement.

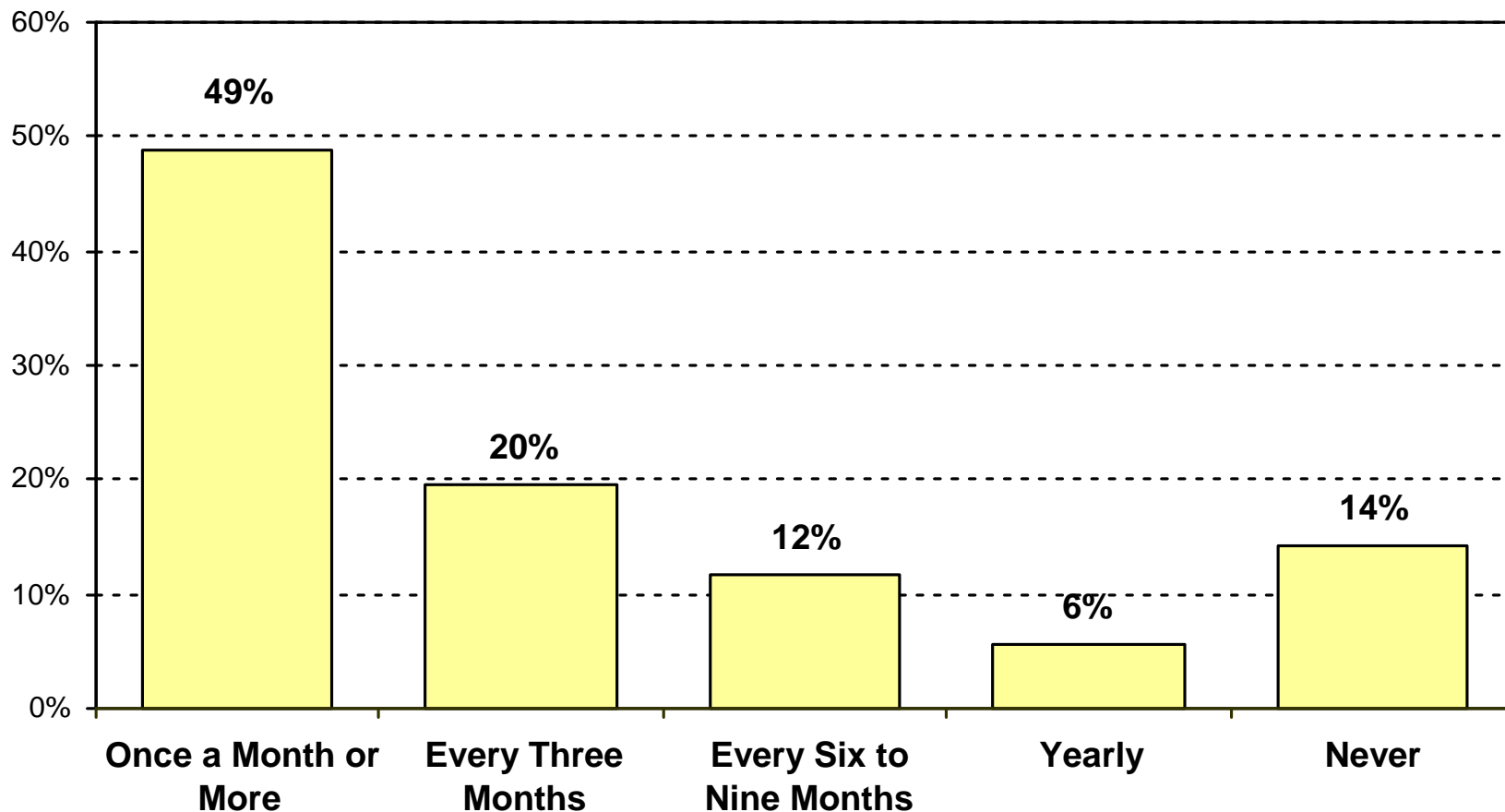


Q10. How much do you agree or disagree with the following statement: My CEO understands the business value of SOA. n= 307

Source: Survey at IBM  
IMPACT Event, April 2008

# IT and business managers meet regularly when implementing an SOA solution

About half of customers indicate that IT members are meeting once a month or more with the business managers they support when implementing an SOA solution with an additional 20% saying they meet at least every three months.

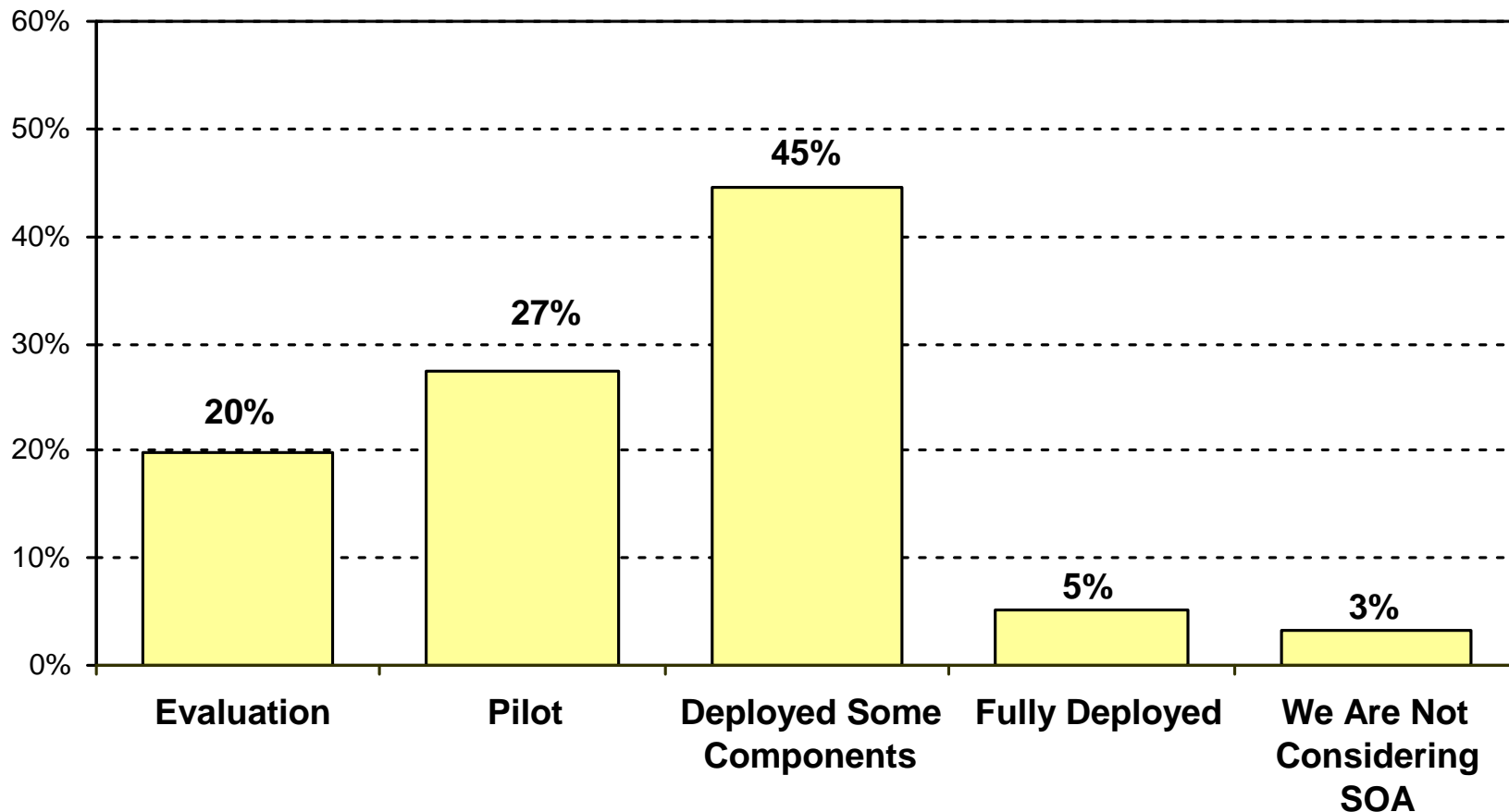


Q11. Does an IT member of the staff that is implementing an SOA solution meet regularly with the business managers they support? ? n= 301

Source: Survey at IBM IMPACT Event, April 2008

# SOA deployment has moved beyond evaluation and is making its way into enterprises

50% of customers indicate they have deployed SOA, while another 27% are piloting it.

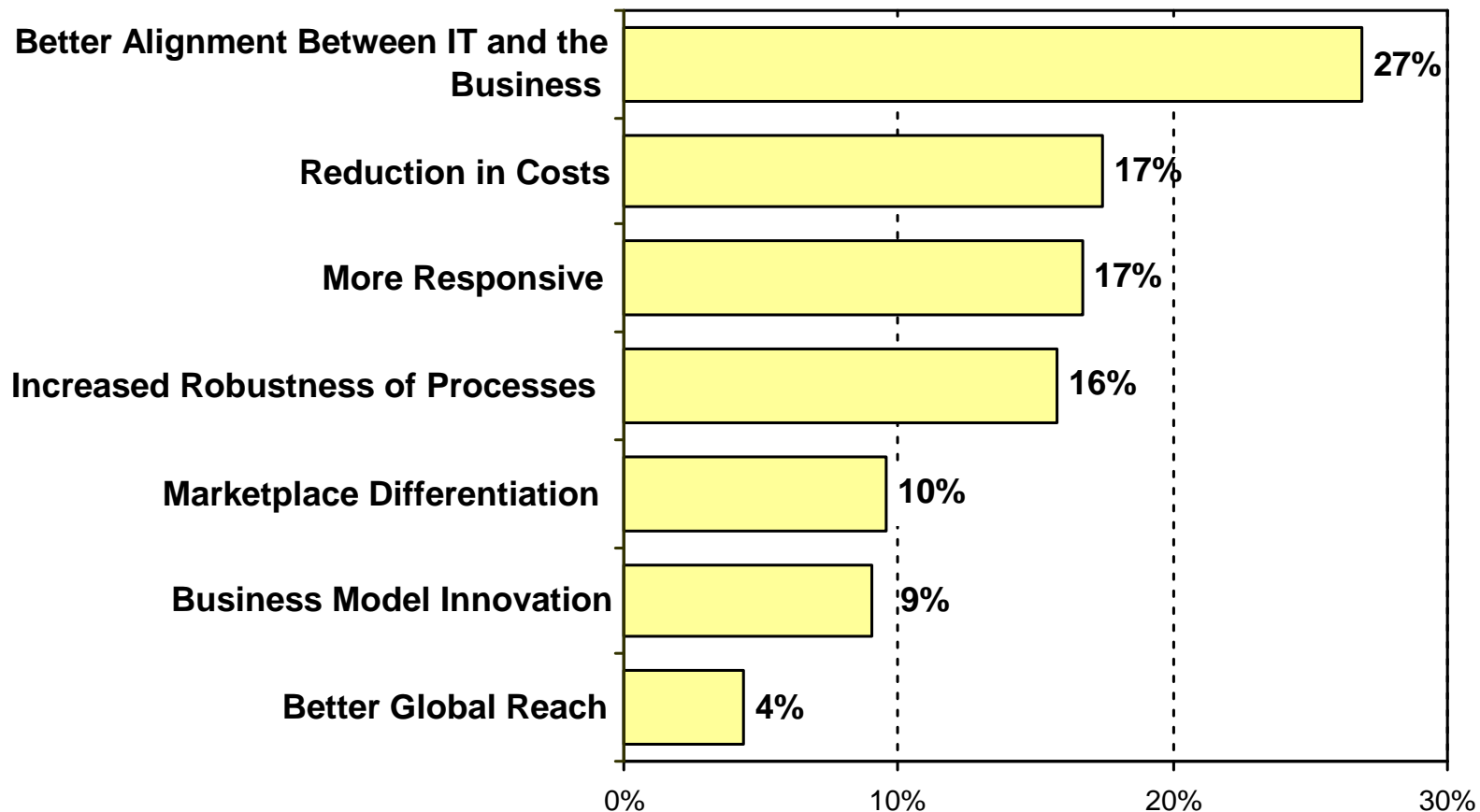


Q12. How would you describe your company's current stage of SOA deployment? n= 308

Source: Survey at IBM  
IMPACT Event, April 2008

# SOA investments are helping companies better align IT and the business

Nearly a third of customers indicate their company achieved a better alignment between IT and the business as result of their most recent SOA project.

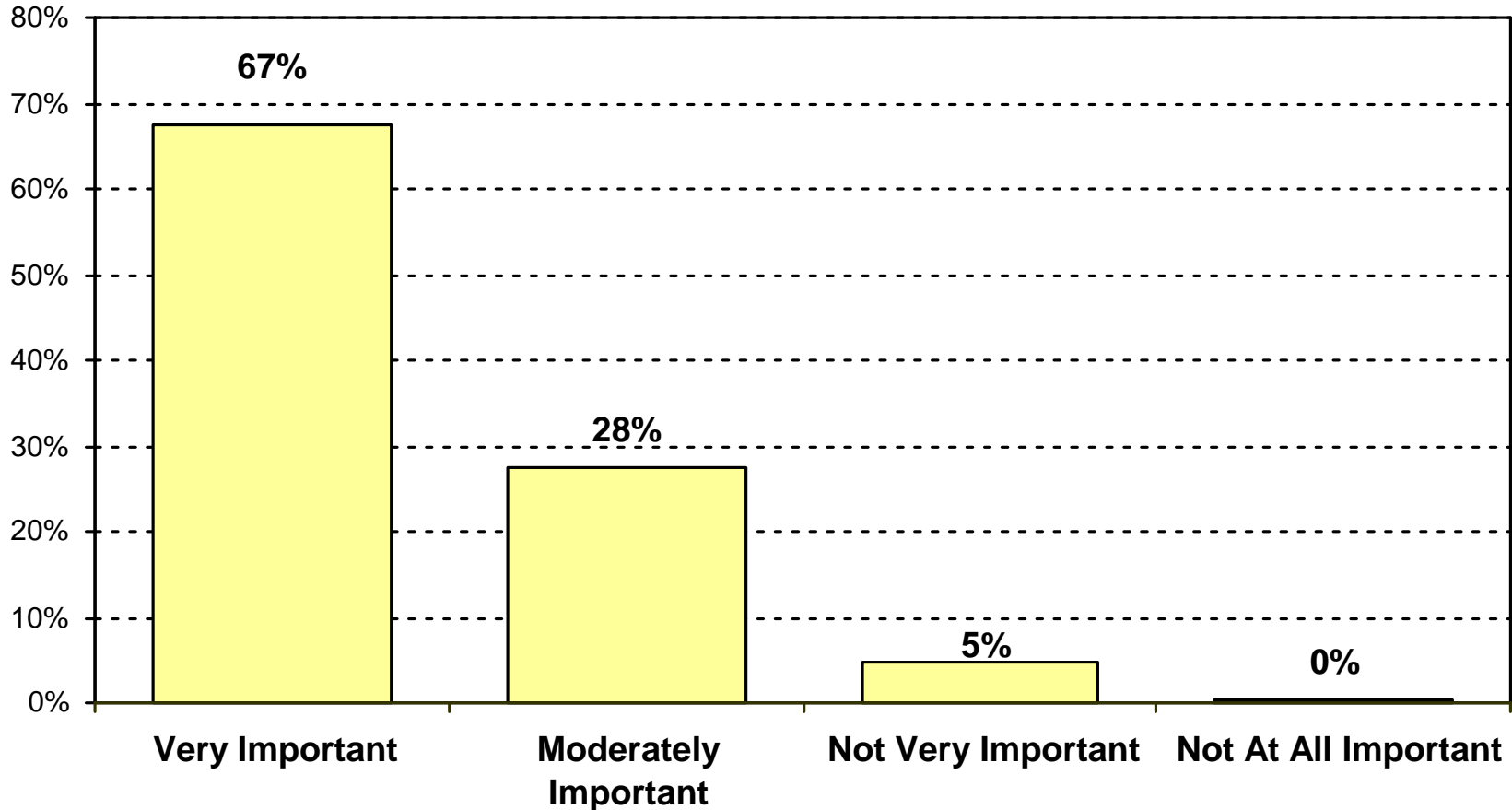


Q13. Which of the following benefits did your company achieve with your most recent SOA project? n= 310

Source: Survey at IBM  
IMPACT Event, April 2008

# Business leaders make process integrity a priority

67% of customers indicate that process integrity is very important for their organization.

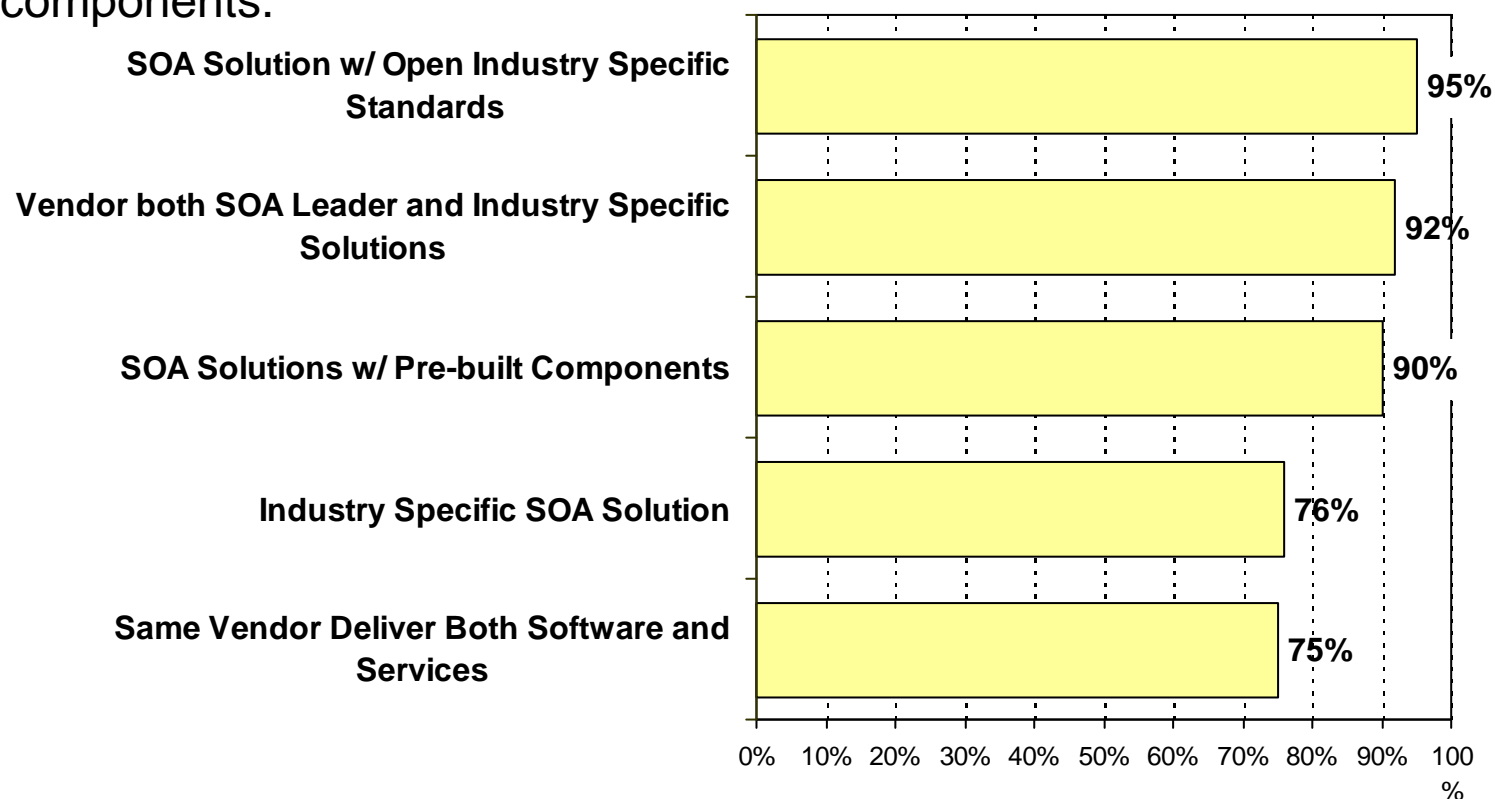


Q14. Process integrity is the ability to conduct reliable business activity in a secure, scalable SOA environment with seamless integration at every level. When thinking about an SOA environment, how important or unimportant is process integrity for your organization? n= 309

Source: Survey at IBM  
IMPACT Event, April 2008

# SOA is powering innovative solutions for customers

The top three reasons reported by customers for selecting a particular SOA solution are open industry specific standards, a vendor who is both an SOA leader as well as someone who offers industry specific solutions, and solutions with pre-built components.



Q15. Thinking about SOA solutions for your organization, how important or unimportant are each of the following?

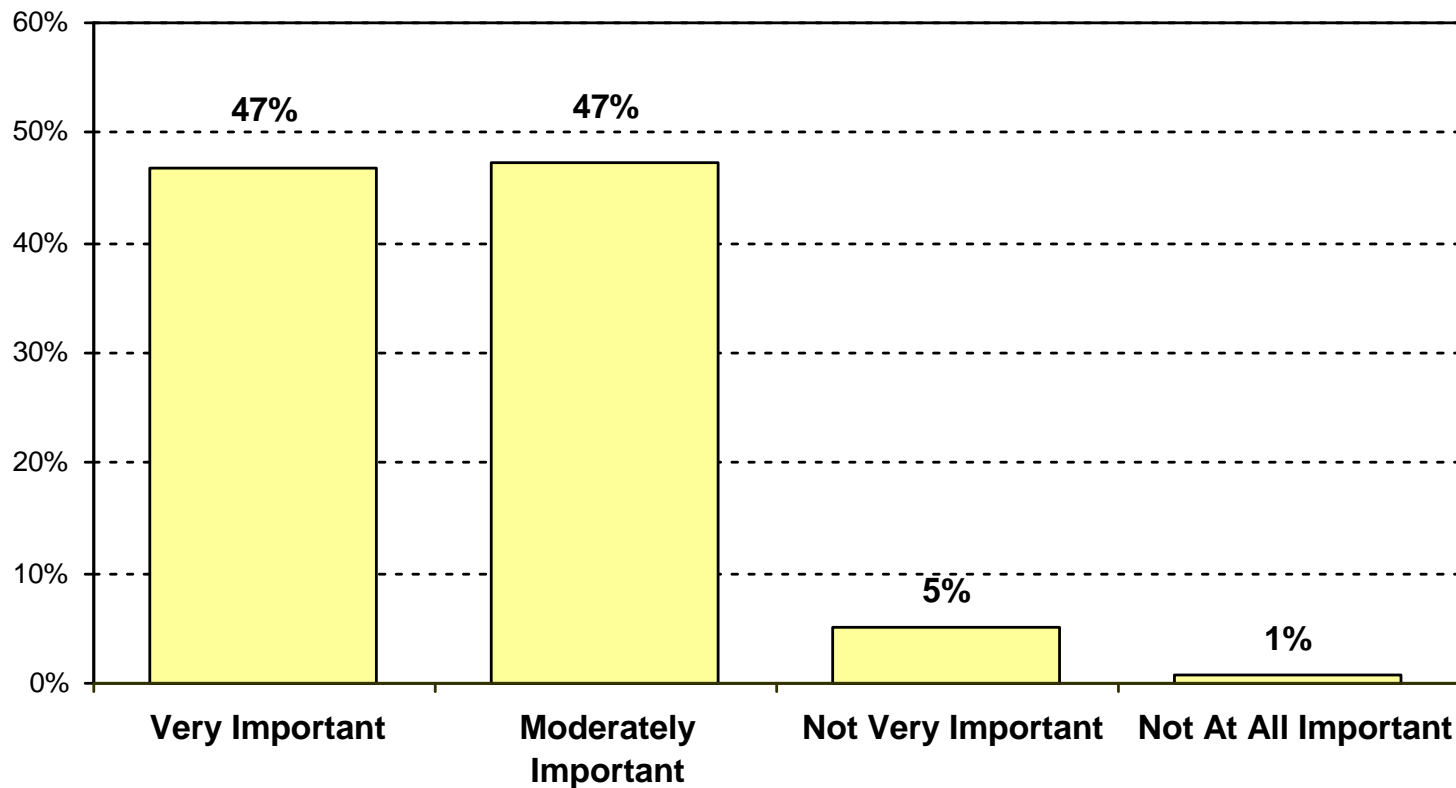
n= 308

Source: Survey at IBM  
IMPACT Event, April 2008



# BPM emerges as a key priority for business and IT leaders

94% of customers cite Business Process Management as important to their company with 47% saying it is very important.

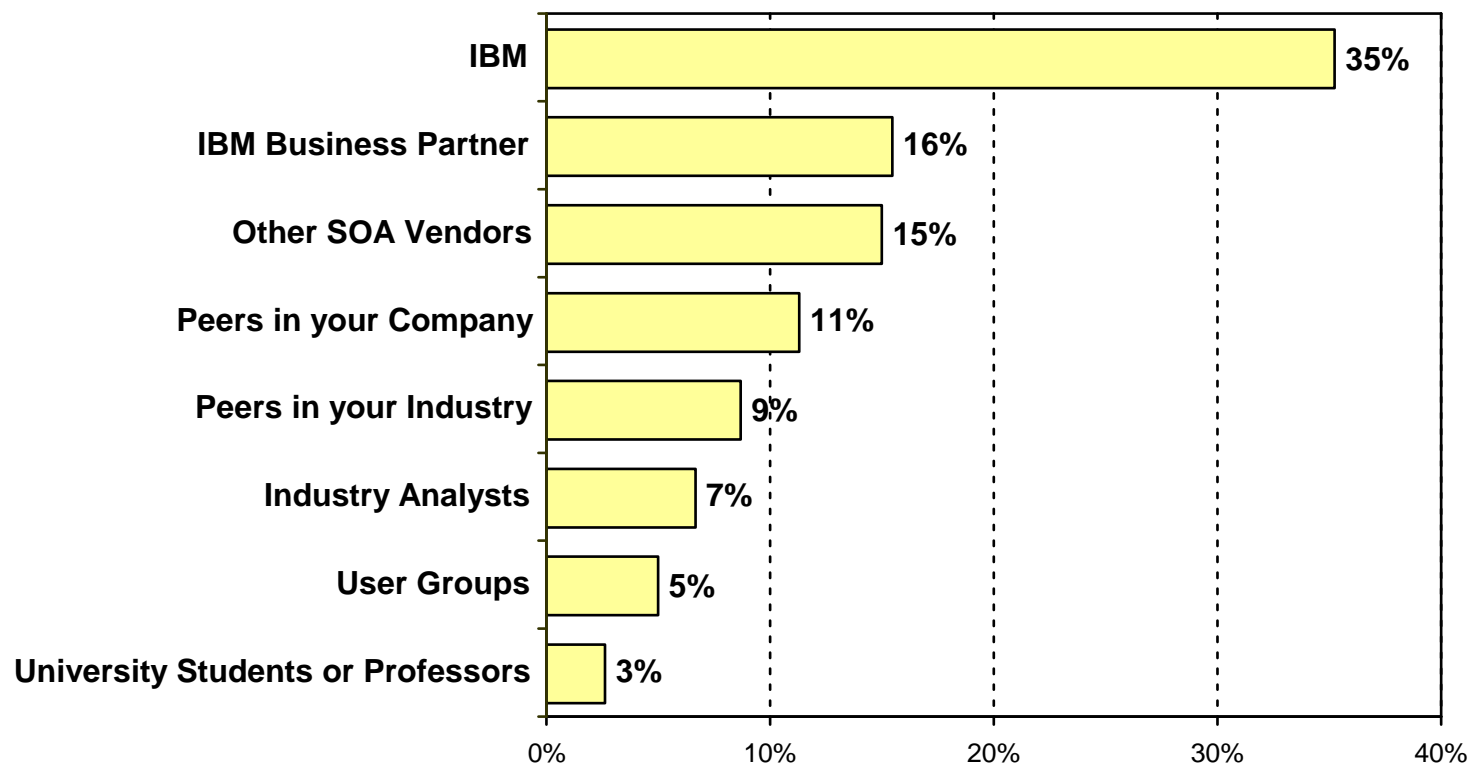


Q16. Business Process Management is the process of understanding, defining, executing, and optimizing the core business processes that generate value for your company. How important or unimportant is Business Process Management to your company?? n= 307

Source: Survey at IBM  
IMPACT Event, April 2008

# SOA community has begun and will continue to grow

51% of customers have partnered or consulted with IBM and IBM Business Partners during their most recent SOA project.

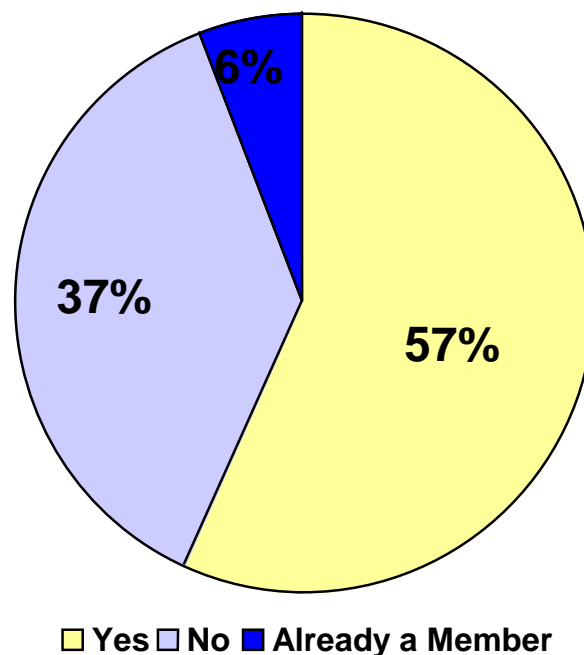


Q17. Have you partnered or consulted with any of the following during your most recent SOA project? n= 286

Source: Survey at IBM  
IMPACT Event, April 2008

## SOA community has begun and will continue to grow

57% of customers cite they would be interested in joining IBM's Smart SOA Social Network while an additional 6% said they are already members.



Q18. Are you interested in joining IBM's Smart SOA Social Network in an effort to collaborate more closely with IBM, its partners, user groups, and other external parties on SOA? n= 305

Source: Survey at IBM  
IMPACT Event, April 2008

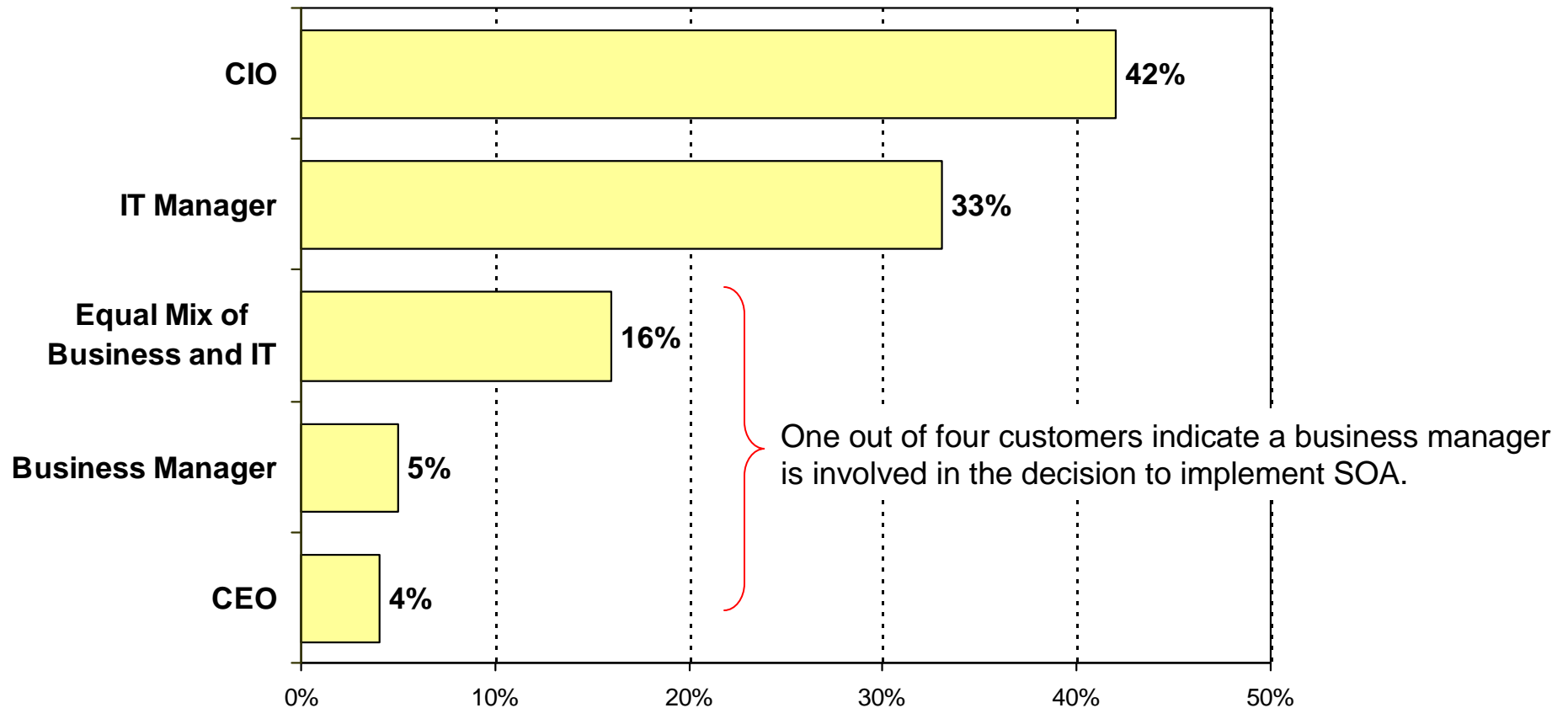


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# SOA Decision-Making

# Key decision maker for implementing SOA

The CIO or IT Manager is the key decision-maker for SOA implementation for the majority of customers.

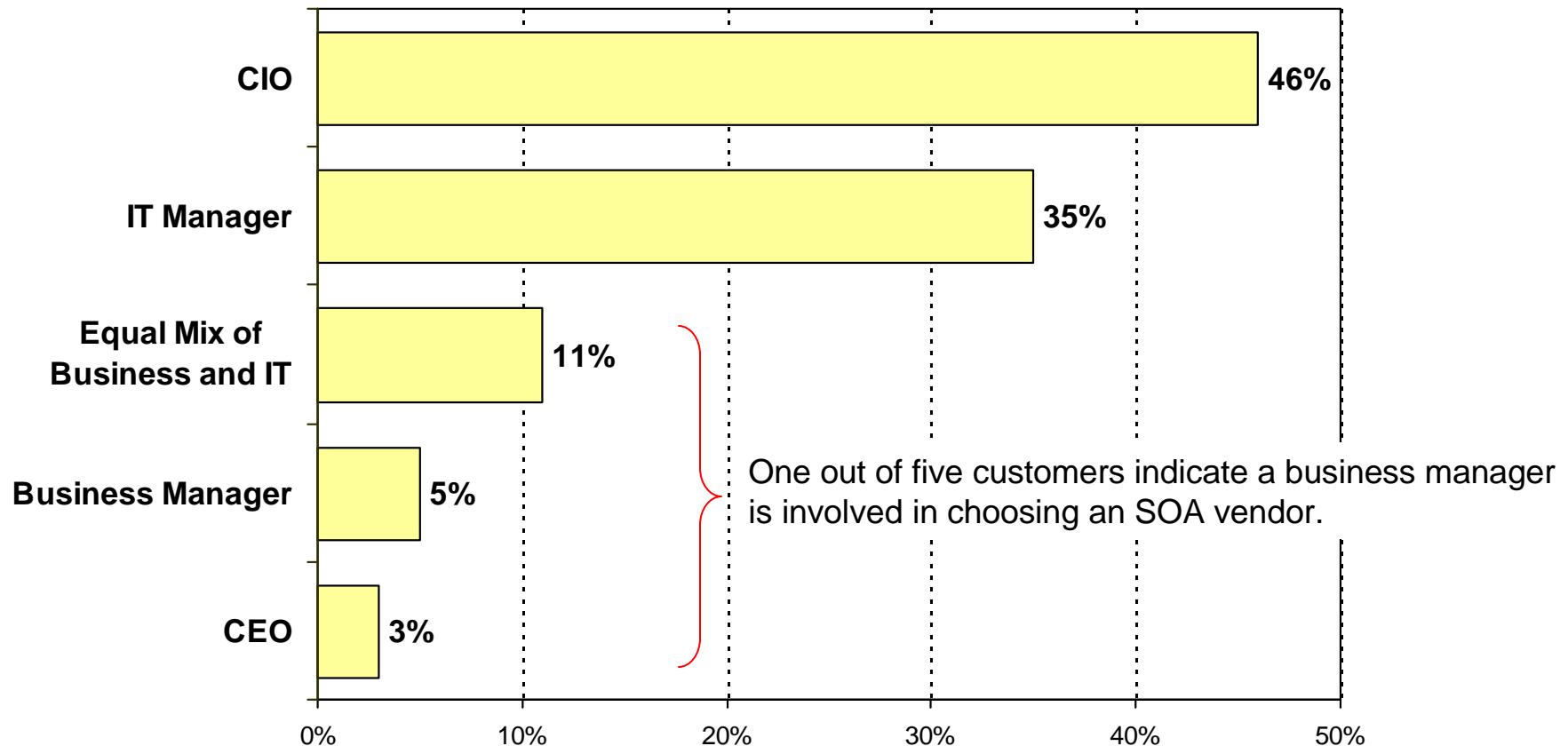


Q2. Of the following positions, which one has the MOST decision-making authority for implementing SOA within your company? n= 299

Source: Survey at IBM  
IMPACT Event, May 2007

# Key decision maker for choosing an SOA vendor

Most customers indicate the CIO or IT Manager is also the key decision maker when selecting an SOA vendor.

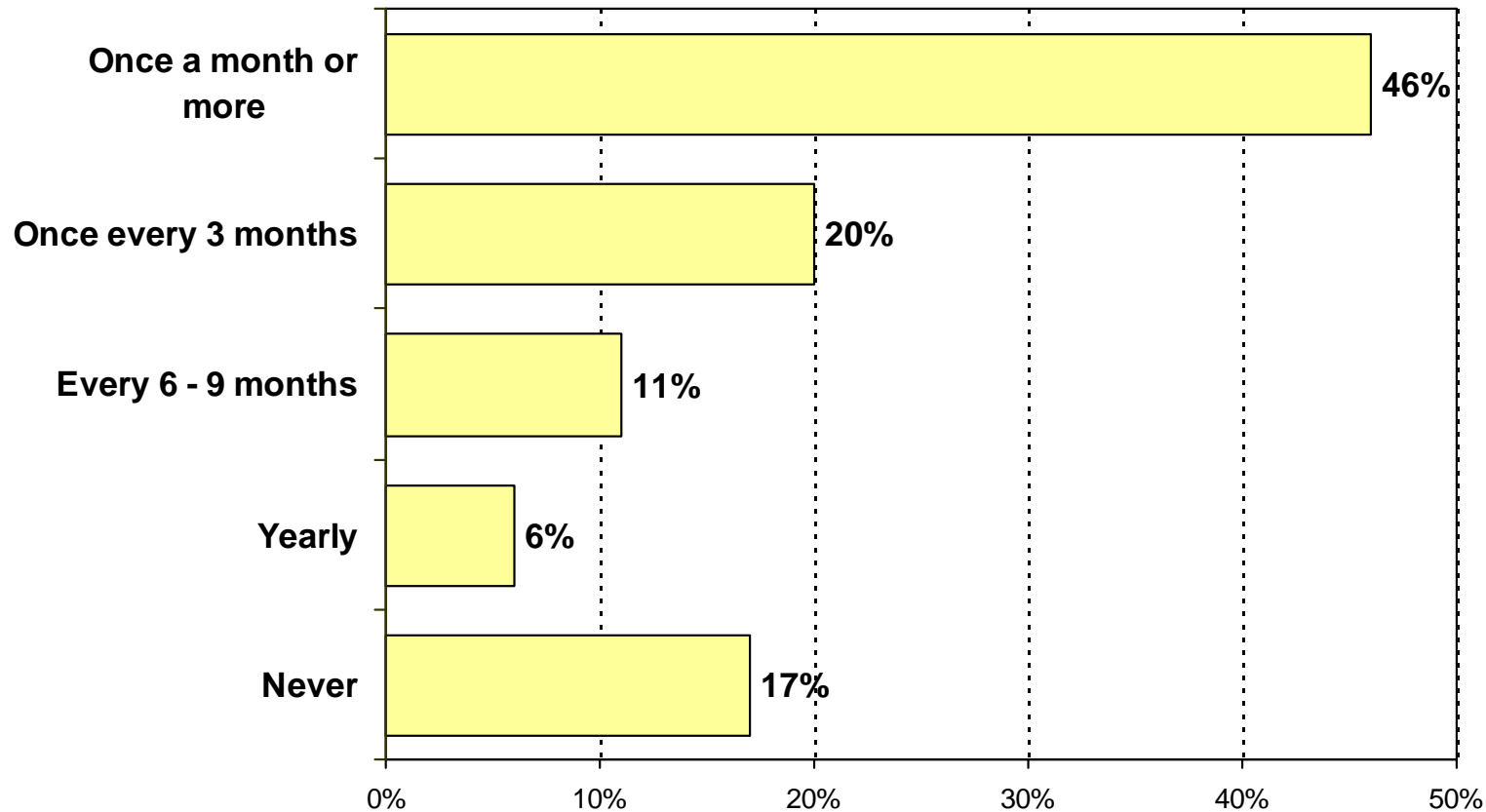


Q3. Of the following positions, which one has the MOST decision-making authority for choosing an SOA vendor for your company? n= 299

Source: Survey at IBM  
IMPACT Event, May 2007

# How often IT staff meets with business managers?

Nearly half of customers indicate a member of their IT staff meets with the business managers they support at least once per month.

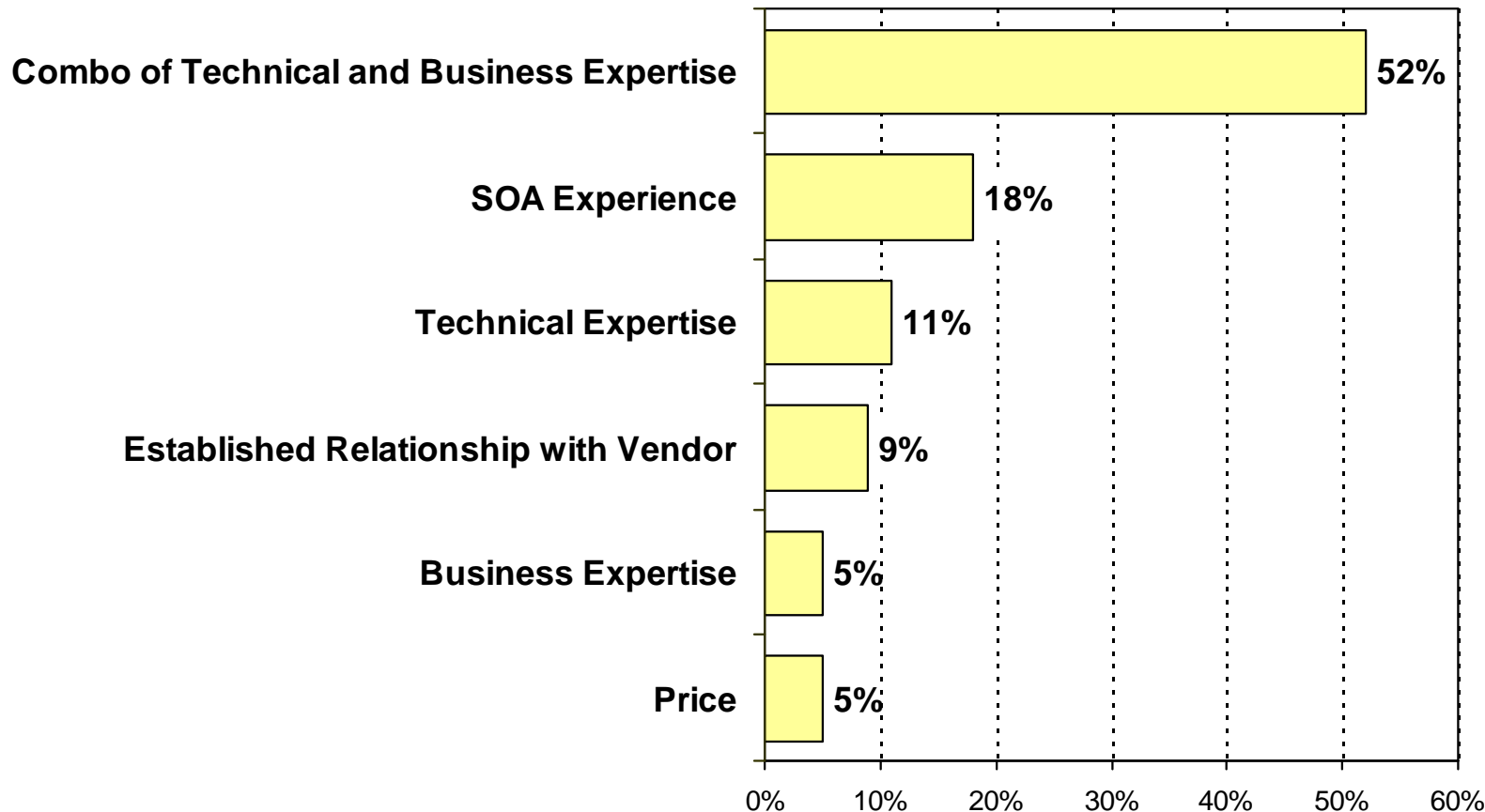


Q4. Does an IT member of the staff that is implementing an SOA solution meet regularly with the business managers they support? n= 297

Source: Survey at IBM  
IMPACT Event, May 2007

# Most Important Criteria in Selecting an SOA Vendor

A combination of technical and business expertise is the MOST important criteria taken into consideration when selecting an SOA vendor for over half of customers.



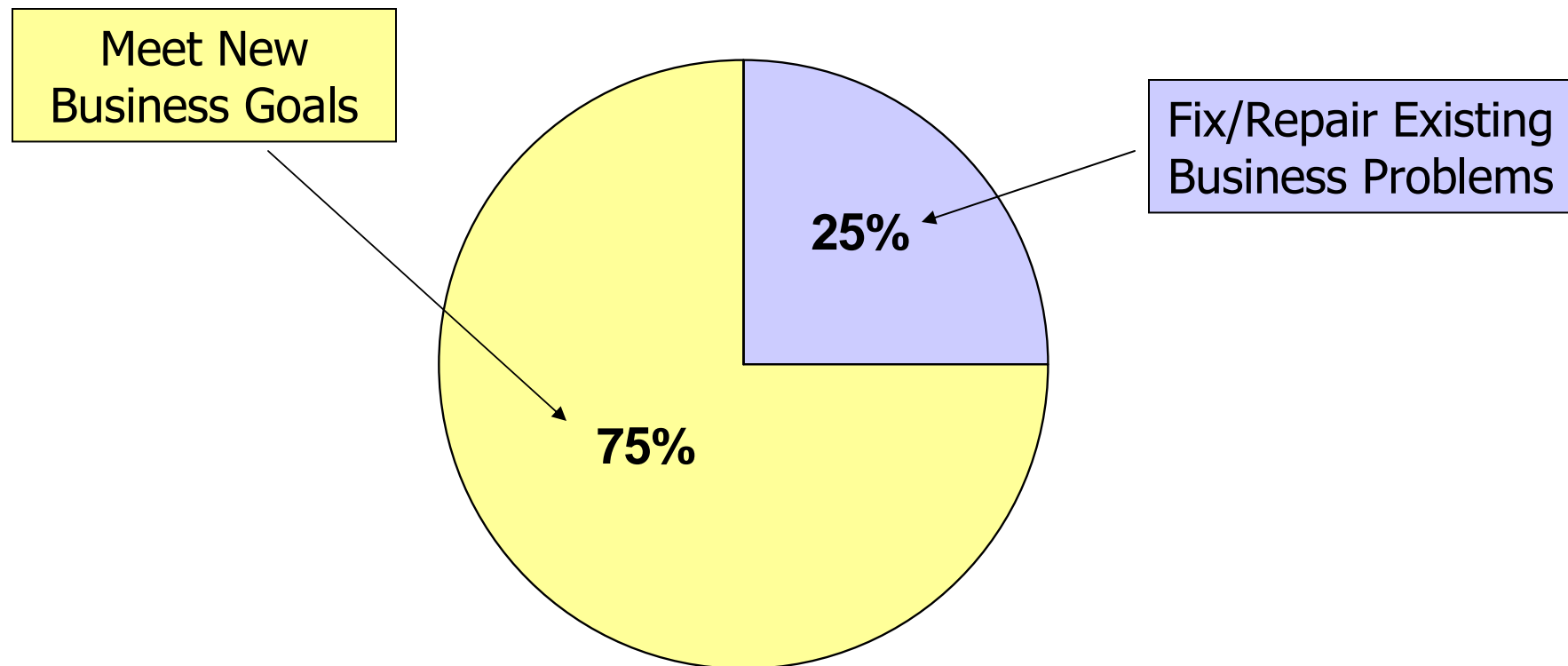
Q5. Of the following criteria, which one is MOST important in selecting an SOA vendor for your company? n= 298

Source: Survey at IBM  
IMPACT Event, May 2007



# Why customers implement SOA?

3 out of 4 customers cite meeting new business goals as the reason for implementing their most recent SOA project.

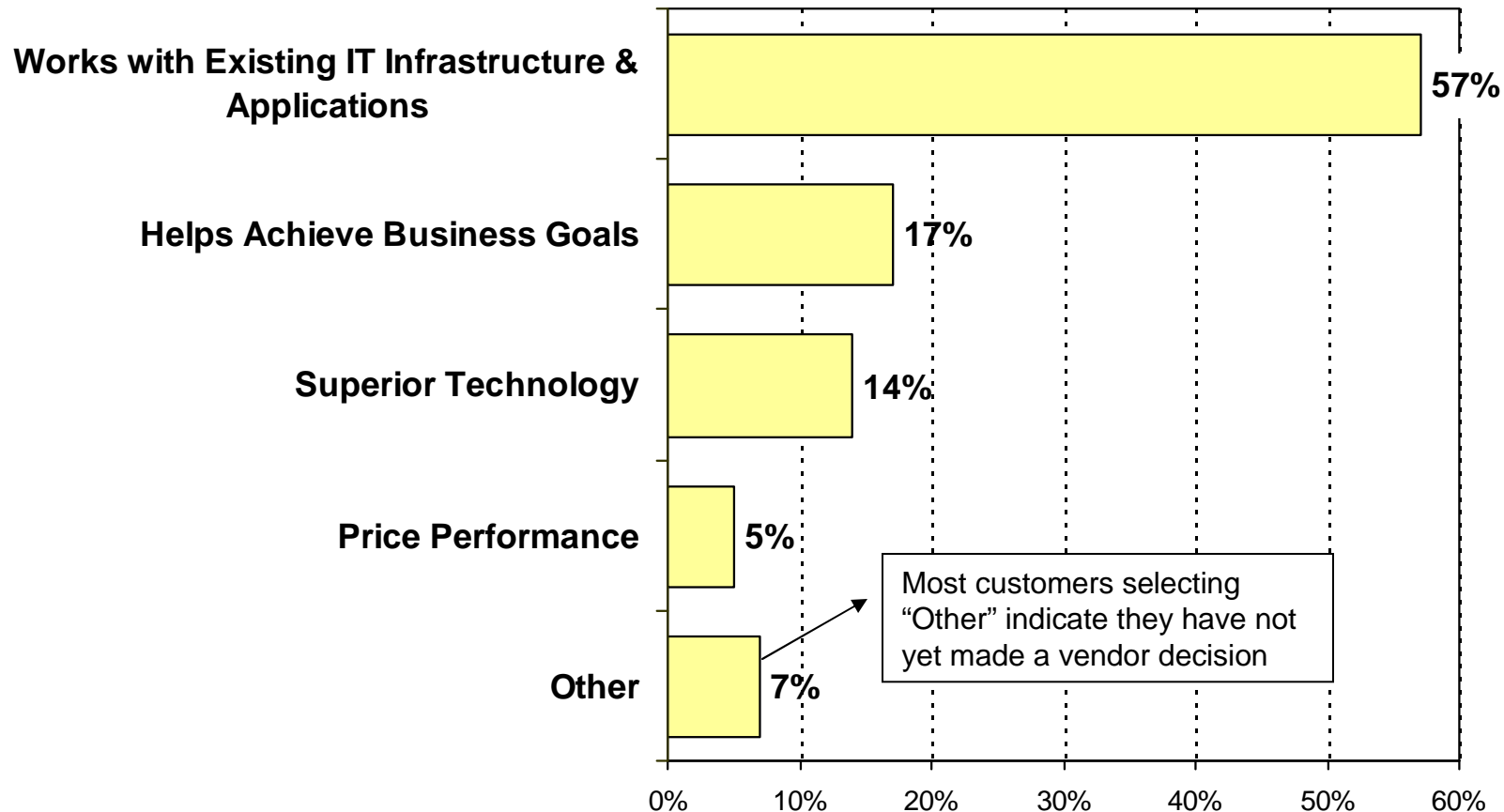


Q6. Which of the following BEST describes why you implemented your most recent SOA project? n= 287

Source: Survey at IBM  
IMPACT Event, May 2007

# Why customers chose Websphere?

Nearly 60% of customers selected Websphere because it works with their existing IT infrastructure and applications.



Q7. Why did you choose to use Websphere as the platform for your company's SOA implementation? n= 293

Source: Survey at IBM IMPACT Event, May 2007



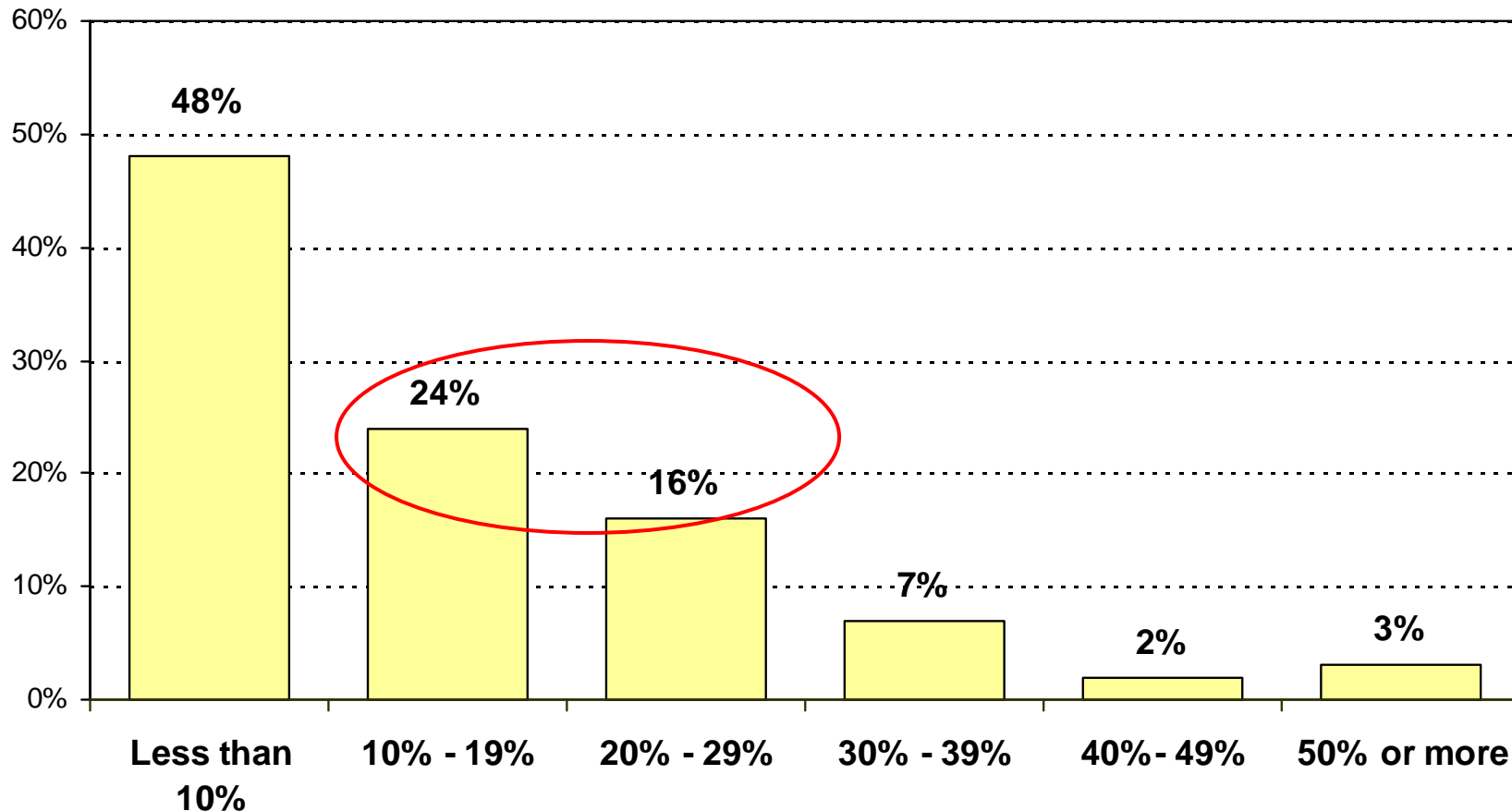
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# SOA Budgets

# Percentage of IT budget spent on SOA in 2006?

40% of customers indicate they spent between 10% and 29% of their 2006 IT budget on SOA.

**2008 slide 4**



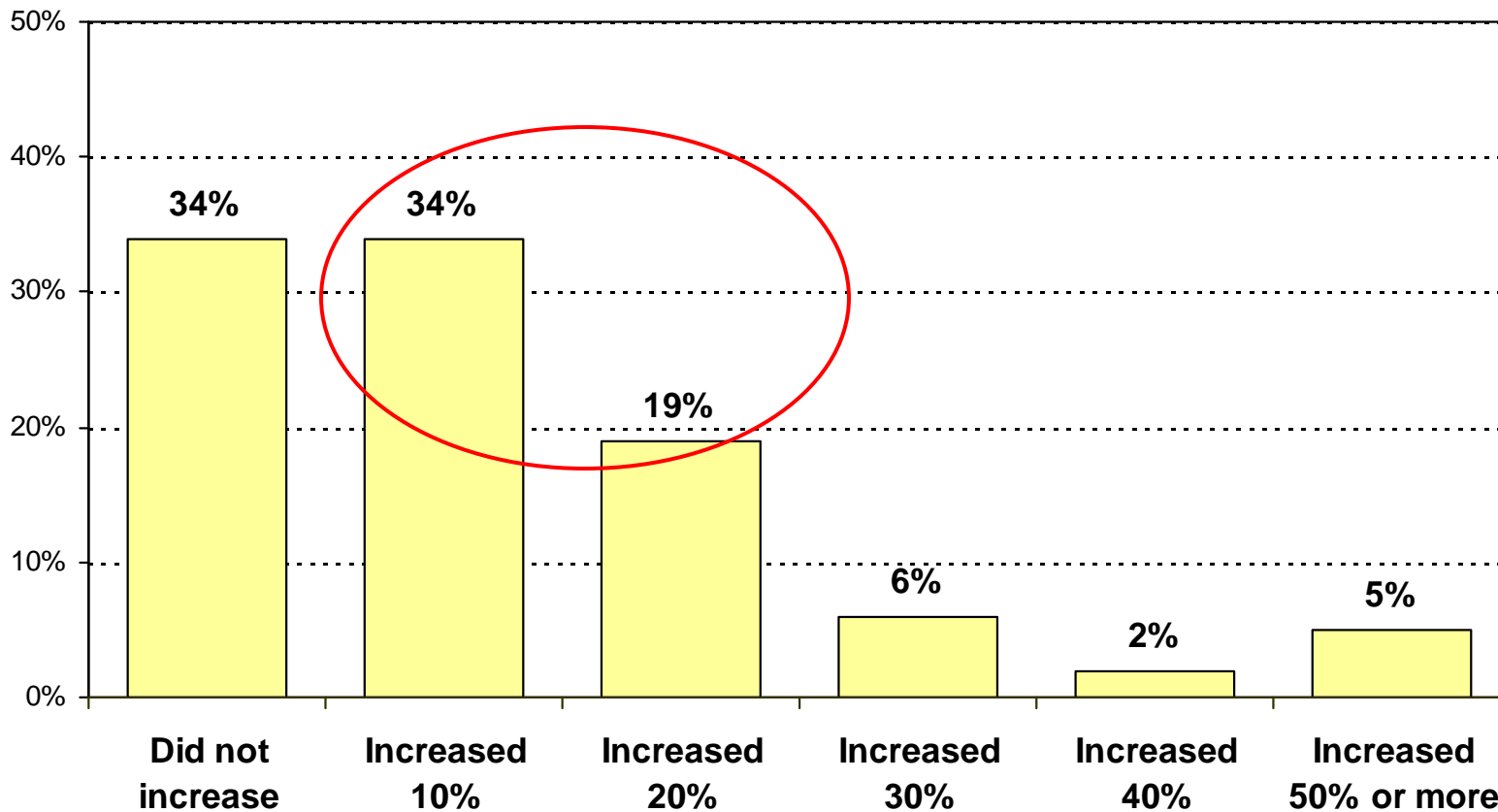
Q8. What percent of your IT budget was spent on SOA in 2006? n= 281

Source: Survey at IBM  
IMPACT Event, May 2007

# Budget increases for SOA implementation from '06 to '07

53% of customers indicate their budget for SOA implementation increased between 10% and 20% from 2006 to 2007.

**2008 slide 5**

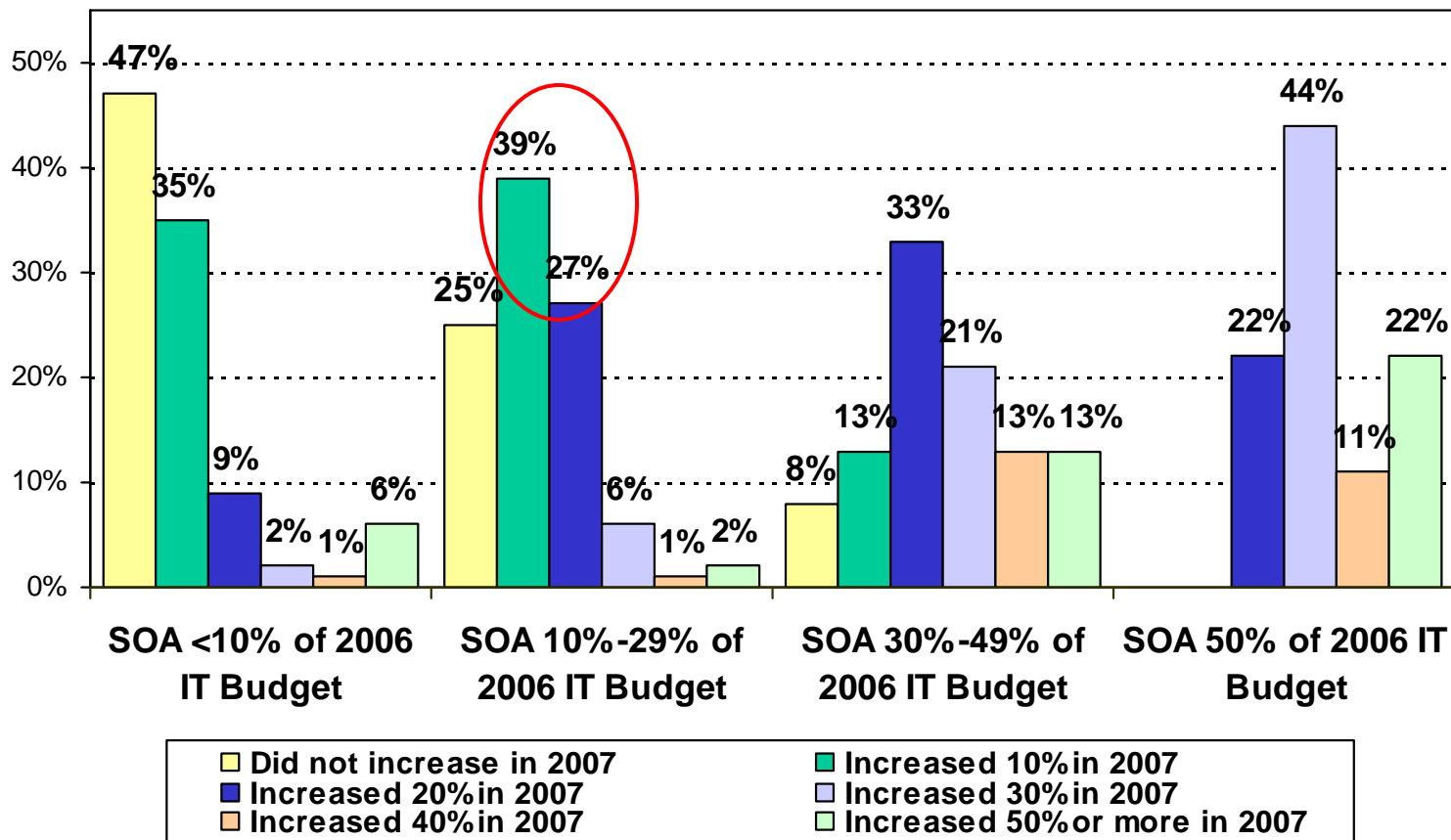


Q9. How much, if at all, has your company's budget for SOA implementation increased from 2006 to 2007? n= 281

Source: Survey at IBM  
IMPACT Event, May 2007

# Percentage of 2006 Budget Spent on SOA vs. Budget Increases from 2006 to 2007

As stated previously, over half of customers indicate their SOA budget in 2006 represented 10%-29% of their 2006 IT budget. 66% of those customers say their budget increased 10% to 20% from 2006 to 2007.



Q9. How much, if at all, has your company's budget for SOA implementation increased from 2006 to 2007? n= 281

Source: Survey at IBM IMPACT Event, May 2007

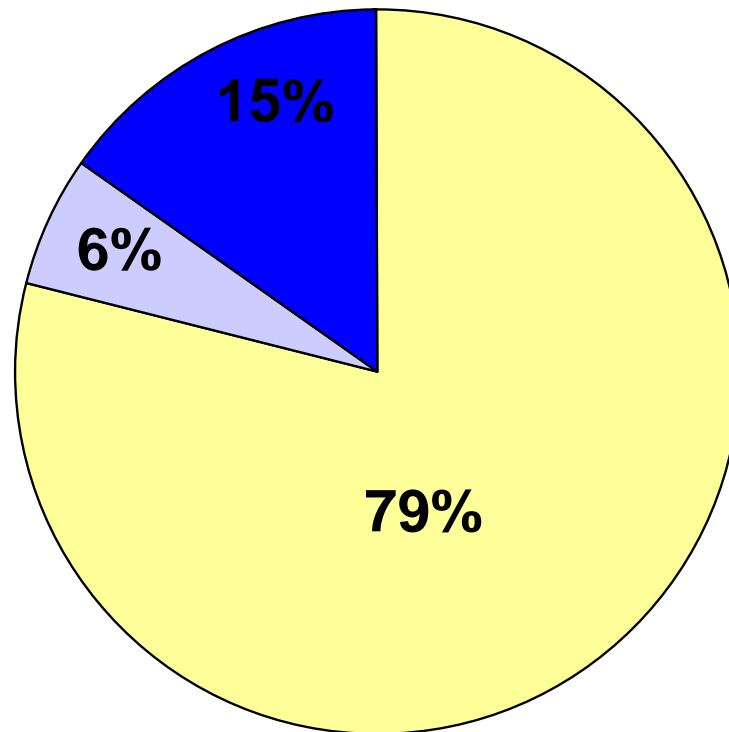


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# Demographics and Methodology

# Demographics

## Primary Job Function



Q1. Which of the following best describes your primary role within your company? n=309

Source: Survey at IBM  
IMPACT Event, April 2008



# Methodology

- The Link Group, an independent market research firm, conducted 309 on-site surveys sponsored by IBM among customers attending the IBM Impact conference held in Las Vegas, Nevada April 7<sup>th</sup> – 10<sup>th</sup>. All interviews were conducted on Monday, April 7<sup>th</sup> and Tuesday April 8<sup>th</sup>.
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